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Cocktai

Surprise election of the year: Melvin Arnold as president of 150-year-old Harper & Row, bypassing the nationally-known Evan Thomas, editor of the Manchester and Alliluyeva books. Arnold started Harper's paperback department, became an executive in the religious book department, and most recently was senior vice president and chief operating officer of Harper's Elhi Division. Former president Raymond C. Harwood becomes board chairman, succeeding Cass Canfield, who remains Harper's most important editor. Canfield built the company's reputation for dignity and first-class publishing. Arnold's election and the orderly transfer of power reflect growing interest in the company of John Cowles, chief figure behind Harper's magazine . . . Drew Pearson and Gerald ("The Last Angry Man") Green have contracted to produce a